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Quarterly Report

October 2024 - December 2024

Performance report for Clapham BID

Footfall

This report includes estimates on the actual number of visitors

Comparison

Compare time periods to understand the performance of your place

Interpretation

Take action using evidence to make more successful decisions

How to use this report

Our data provides information about who is visiting your area, where they spend the most time and when they visit. This information provides a foundation for understanding how visits and visitors to your centre change over time. We provide data compared with the same time period in previous years or the previous time period e.g February compared with January to enable you to easily pick your area's strengths and opportunities for development.

All of the time comparisons (unless otherwise stated) are made against the same period of time in the previous year. For example:

Name	Δ (%)
Monday	**-10.9%**
Tuesday	-
Wednesday	**2.7%**

Takeaways

- Weekday is 10.9% less busy than the same period in the previous year.

- Weekday has experienced the same level of activity as the previous year.

- Weekday is 2.7% more busy than the same period in the previous year.

We recommend using these changes over time, along with your on the ground view of your area to build a narrative about the performance of your place.
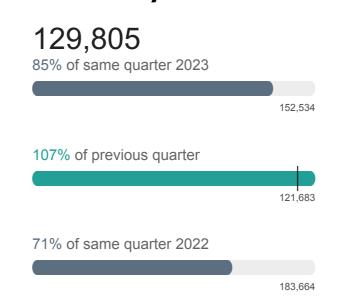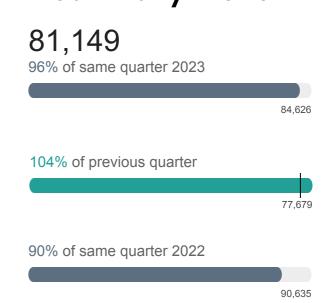
Key indicators

Total Daily Visits

7,303,387

96% of same quarter 2023
7,616,328

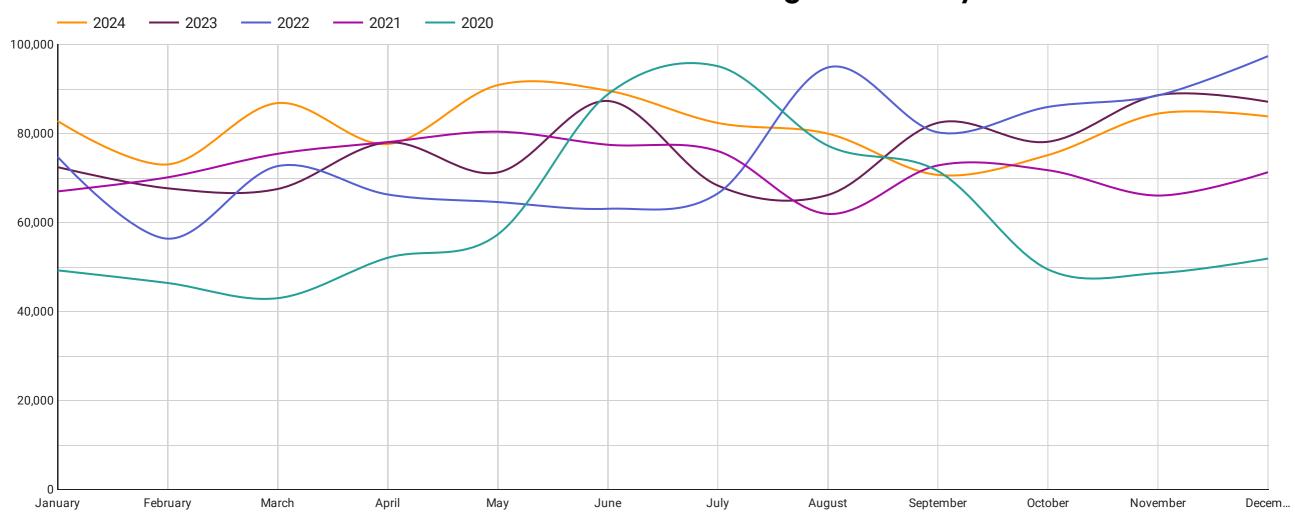104% of previous quarter
6,991,120
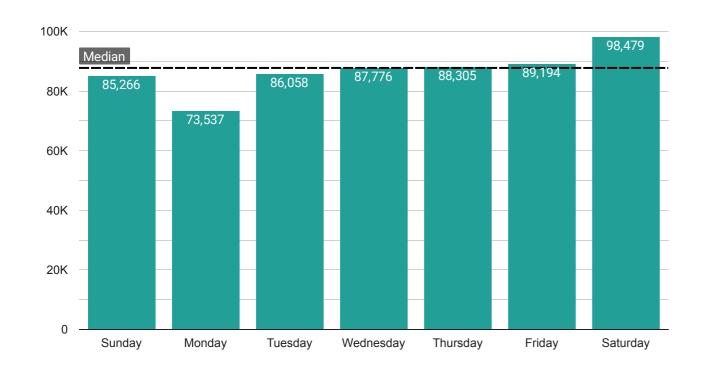
90% of same quarter 2022
8,157,179

Max Daily Visits

129,805

85% of same quarter 2023
152,534

107% of previous quarter
121,683

71% of same quarter 2022
183,664

Mean Daily Visits

81,149

96% of same quarter 2023
84,626

104% of previous quarter
77,679

90% of same quarter 2022
90,635

Average Footfall by Month and Year

Legend: 2024, 2023, 2022, 2021, 2020

Day Comparison with previous year

Day of the week	Avg Footfall	% change
Sunday	85,266	-15.8% ⬇
Monday	73,537	-7.4% ⬇
Tuesday	86,058	4.9% ⬆
Wednesday	87,776	1.2% ⬆
Thursday	88,305	-4.6% ⬇
Friday	89,194	5.3% ⬆
Saturday	98,479	-8.7% ⬇

Total Visits by Quarter and Year

Legend: Q1, Q2, Q3, Q4

Centre Activity

Q4 2024

Q4 2023

Total Visits by Month and Year

Legend: 2020 · 2021 · 2022 · 2023 · 2024